

**Claims:**

1. An interface, for inputting data describing a trademark said interface comprising:
  - 5 a data file input component, for inputting a selected data file, said selected data file comprising data describing a trade mark; and
  - a browse component for enabling a user to browse a file system of a user computer entity, and select said data file from said file system.
- 10 2. The interface as claimed in claim 1, wherein said selected data file comprises data capable of representing a mark in two dimensional form.
3. The interface as claimed in claim 1, wherein said data file
- 15 comprises an image data file.
4. The interface as claimed in any one of the preceding claims, wherein said data file comprises a text file.
- 20 5. The interface as claimed in any of the preceding claims, wherein said data file comprises an audio file.
6. The interface as claimed in any one of the preceding claims, wherein said data file comprises at least one video image data.
- 25 7. The interface as claimed in claim 1, wherein said data file comprises data describing a color.
8. The interface as claimed in claim 1, wherein said data file
- 30 comprises frequency spectrum data, said frequency spectrum data describing frequency components of a mark.

9. The interface as claimed in claim 1, wherein said data file comprises amplitude data, representing an intensity of a parameter of said mark.

10. The interface as claimed in claim 1, wherein said data file  
5 comprises an MPEG audio file.

11. The interface as claimed in claim 1, wherein said data file comprises an MPEG video file.

12. The interface as claimed in claim 1, wherein said data file  
10 comprises a JPEG file.

13. The interface as claimed in claim 1, wherein said data file  
comprises a PDF file.

14. The interface as claimed in claim 1, wherein said data file  
15 comprises a .WAV file.

15. The interface as claimed in claim 1, wherein said data file  
20 comprises an MP3 file.

16. The interface as claimed in claim 1, wherein said data file comprises an ASCII character file.

17. The interface as claimed in claim 1, wherein said data file  
25 comprises a bit map file.

18. A transaction system for collecting data describing a trade mark,  
said transaction system comprising:

a transaction computer entity, said transaction computer entity operating an interface, said interface capable of accepting a data file representing a trade mark;

5           at least one user computer entity, said user computer entity comprising a browser, and a file system;

wherein said interface allows said browser to:

10           browse said file system of said user computer entity;

select a data file stored on a data storage device of said user computer entity; and

15           said interface inputs said selected data file to said transaction computer entity.

19.       A transaction system for collecting data describing a trade mark, said transaction system comprising:

20

a transaction computer entity, said transaction computer entity operating an interface, said interface capable of accepting an image data file;

25           wherein said interface is capable of serving a view of an image contained in said input image data file.

20.       The transaction system as claimed in claim 19, wherein said interface is capable of serving a view containing an image selected from the set:

30           a JPEG image;

a PDF image.

21. A display interface for inputting a data describing a trade mark, said display interface comprising:

5 a text data entry component, capable of entering a text string comprising said trade mark;

a trade mark description data entry component, capable of inputting text data describing said trade mark;

10

an image data input component, capable of inputting an image data, said image data describing said trade mark; and

15 an audio data input component, capable of inputting an audio data file, said audio data file comprising audio data describing said trade mark.

22. The display interface as claimed in claim 21, further comprising:

20 a browser component, capable of activating a browse function, for finding a said image data file.

23. The display interface as claimed in claim 21, further comprising:

25 a browser component for enabling a user to browse a file system, for selecting a said data file.

24. A display interface for inputting data describing a trade mark, said display interface comprising:

30 at least one data entry component, said data entry component capable of accepting data in a form selected from the set:

text data;

image data;

5 video data;

audio data.

25. A method of inputting data describing a trade mark, said method  
10 comprising:

generating a display view, said display view showing one or a plurality of  
data entry components, for entering data describing a trade mark, wherein said  
data describing a trade mark can be of a data type being any one or more of the  
15 following data types:

text character data;

20 image data;

audio data;

video data.

26. The method as claimed in claim 25, further comprising the step of:  
25

generating an order data file, said order data file comprising data describing  
said trade mark, wherein said order data file is capable of being printed in  
physical graphical format.

30

27. An electronic order data file capable of being printed in graphical  
format, said order data file comprising:

a field for containing a set of text characters comprising said trade mark;

a field for containing a text description of said trade mark; and

5

a field for containing a graphical image of said trade mark.

28. The order data file as claimed in claim 27, further comprising:

10

a field for containing a video data describing a trade mark.

29. A computer entity configured for collecting an image data describing a trade mark, said computer entity comprising:

15

at least one data processor;

at least one data storage device;

an interface capable of inputting an image data file containing image data  
20 describing a trade mark;

said data storage device containing a set of program instructions for  
controlling said processor and said memory to operate said interface.

25 30. A display interface for inputting a data describing a trade mark, said  
display interface comprising:

a first view, said first view configured to display on a video screen of a  
computer entity;

30

a second view, said second view being contained within said first view, said  
second view comprising at least one data entry component selected from the set:

a text data entry component capable of entering a text string comprising said trade mark;

5        a trade mark description data entry component capable of inputting text data describing said trade mark;

an image data input component capable of inputting an image data describing said trade mark;

10

an audio data input component capable of inputting an audio data describing said trade mark;

15        wherein said second view occupies a displayed area on said video screen, of no less than 70% of a visible displayed area of said first view.